


## Internship Post

Company Name	EFFECTIM Co., Ltd. (Shiseido Group)							
Annual Revenue		Employee Count		Foreign Employee				
Company Summary	EFFECTIM is a joint venture between Shiseido and Ya-Man aimed at the global market. EFFECTIM aims to provide a new standard of beauty, leveraging on the expertise of Shiseido in skincare and cosmetics, the technologies and knowledge of Ya-Man in the field of beauty-related consumer electronics and the reputation of both these brands in the Chinese market. Effectime mainly is aimed at Chinese consumers and conducts business aimed at consumers interested in anti-aging and beauty cosmetics.							
Position	Support for Marketing Operations (Communications / Promotion)			Open to students / new grads?	Yes	Open to mid-career talent?	Yes	
Possible career path to company leadership?	Yes	Does job bridge Japan and your home country?	Yes	Results-based incentive program?		Open to people without JLPT N2?	Yes	
Job Scope	<ul style="list-style-type: none"> <li>•Strategy aimed at inbound customers <ul style="list-style-type: none"> <li>- Support for developing proxy buyer systems</li> <li>- Support for marketing campaigns</li> <li>- Supporting initial initiatives to improve customer service and efficiency at stores</li> <li>- Researching on competitors' moves in targeting the inbound market</li> </ul> </li> <li>•Supporting brand strategy development <ul style="list-style-type: none"> <li>- Supporting the creation of the brand global master plan</li> <li>- Validating strategies proposed by the team in China and operational support for initiatives in Japan</li> <li>- Chinese customer hearings and research (ie. supporting validation of marketing efforts)</li> </ul> </li> <li>•Support for creating global company assets <ul style="list-style-type: none"> <li>- Ideation for global company visuals and support in operating global social media accounts</li> </ul> </li> </ul>							
Office location	Ginza 7-5-5, Chuo-ku, Tokyo							
Work start time	9:00	Work end time	18:00	Break	1 hour	Rest days	Decided by shift	
Other rest days			Pay	1,500 yen	Bonuses	Not for internships		
Pay increments	Not for internships		Allowances	Not for internships (employee benefits available after joining full time)				
Welfare	Not for internships (employee benefits available after joining full time)							
Conditions	Skills and knowledge	Preferred profile (* not necessary) •Having studied marketing or related subject •Having studied the Chinese market and/or digital marketing •Having previous part-time experience in operating social media / e-commerce platforms ※Language requirements: Business-level English speakers need not have a high level of Japanese. All applicants are expected to have some basic Japanese communication skills though.						
	Japanese	Intermediate and above						
	Character	•Applicants open and eager to try new challenges •Applicants who respect and can collaborate with others						
Selection Process	(Tenatative) •Document Screening •2 rounds of interviews (1st: with Dept. Head + HR, 2nd: with board member)							
Online Interviews?	Possible	Written exams (SPI)? ※Excl. compatibility test		None	Interviews in English?	Possible		
Points to note	•Work hours are by shift and decided after consulting with each individual. Please respect the maximum work hours which you can legally perform. •Full time employment is also possible after the internship •Corporate information website: <a href="https://corp.shiseido.com/jp/news/detail.html?n=00000000002952">https://corp.shiseido.com/jp/news/detail.html?n=00000000002952</a> •Work will be conducted in Japanese, English and Mandarin Chinese							
What makes this job special	•This is a global business position aimed mainly at the Chinese market. Participants will be able to use their cultural and business cultural knowledge in this position. •This is a new venture which has just started. On the one hand, there is a lot of work to do, but on the other hand this position provides an environment for you to grow and to think and propose your own initiatives.						Apply Here 	

With World Inc